



MUR # 7483

July 25, 2018

Office of General Counsel  
Federal Election Commission  
999 E Street, NW  
Washington, DC 20463

OFFICE OF  
GENERAL COUNSEL  
2018 AUG 20 AM 9:22

**Complainant Full Name and Address**

Be That Design LLC dba btd brand  
2708 27th Avenue NE  
Minneapolis, MN 55418

**Facts of Violation**

Hourly graphic design work and printed materials were commissioned by and approved by Nick Leonard for U.S. Senate on multiple dates, beginning in February 2018 and ending in April 2018. Documentation of these requests include email, text message, and communication via an online project management tool called Trello.

Nick Leonard for U.S. Senate received the following items, in print and electronic form:

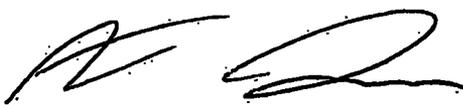
- Facebook graphic (Fig. 1)
- Logo design (Fig. 2)
- Postcard Design (Fig. 3)
- Postcard Printing (Fig. 4)
- Campaign Sign Design (Fig. 5)
- Campaign Stickers Design (Fig. 6)
- Campaign Stickers Printing (Fig. 7)
- 5D Logo Design (Fig. 8)

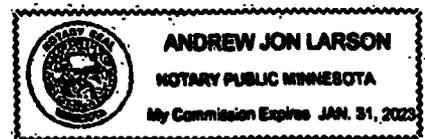
Nick Leonard for U.S. Senate failed to report these and other debts in Q1 and Q2 in House and Senate committee reports according to the Federal Election Commission website as of July 25, 2018.

Documentation follows.

  
 Sarah Steil  
 President & Founder  
 btdbrand

State: Minnesota  
 County: Hennepin  
 Subscribed and sworn before me on this  
 14th day of August 2018





10024749210001

Facebook graphic (Fig. 1)

**NICK LEONARD**  
U.S. SENATE  
We are the most powerful...  
Honoring the heroes of...  
Ted Williams & Al Foster

**Stacy Request 2/28/2018**  
in Stacy's World

**Add**

- Members
- Labels
- Checklist
- Due Date
- Attachment

**Description**  
Add members to this group.

**Attachments**

- 03-FB-photo-02-28-2018a1-01.jpg  
Added Feb 28 at 1:25 PM • Comment • Delete
- 04-FB-photo-02-28-2018a1-01.jpg  
Added Feb 28 at 1:25 PM • Comment • Delete
- 05-FB-photo-02-28-2018a1-01.jpg  
Added Feb 28 at 1:25 PM • Comment • Delete
- 07-FB-photo-02-28-2018a1-01.jpg  
Added Feb 28 at 1:25 PM • Comment • Delete

**Actions**

- Move
- Copy
- Watch
- Archive

**Add Comment**

Write something...

19044464606

**NICK LEONARD**  
U.S. SENATE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna...



**Nick Leonard**  
U.S. SENATE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna...



**NICK LEONARD**  
U.S. SENATE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna...



**Nick Leonard**  
U.S. SENATE

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna...



Logo design (Fig. 2)



19044464907

Postcard Design (Fig. 3)

16044464608

FORWARD-THINKING FRESH CHOICE

THE TRUE MINNESOTA PROGRESSIVE

MN born. MN raised. MN educated.

NICK LEONARD FOR U.S. SENATE

FINAL-Nick Leonard 8/19/10 03:01:20:10.indd 1

2/10/10 11:19 AM

NICK LEONARD FOR U.S. SENATE

[www.nickleonardforsenate.com](http://www.nickleonardforsenate.com)



Honoring the legacies of Paul Wellstone & Al Franken

Accomplished lawyer, civic leader, activist, and entrepreneur

[www.nickleonardforsenate.com](http://www.nickleonardforsenate.com)

As the TRUE Minnesota progressive, I will be your champion on the issues YOU care most about.

I understand the everyday concerns of Minnesota families—they are the same concerns for my family too. I stand ready to help families provide for their children, pass laws to protect the environment, and further strengthen our economy so it benefits all Americans—address the student loan crisis, increase wages, advance equal pay for equal work, pass fair taxation and make primary health care a fundamental right.

Together we will advocate for truth and make our laws, elections, and culture fair and equitable.

I am resolute in my commitment to stand up for what Minnesotans need most and stand against what we will no longer tolerate—laws and policies that enable discrimination, sexual harassment, and oppression.

Nick is married to John Mason and will make history by being the first openly gay man to serve in the U.S. Senate.

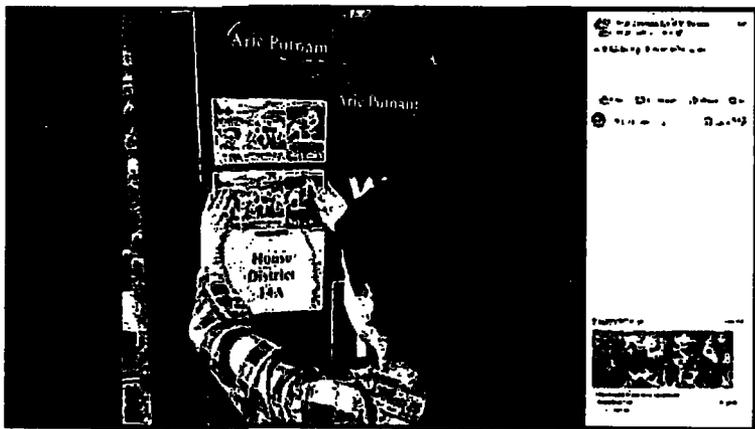
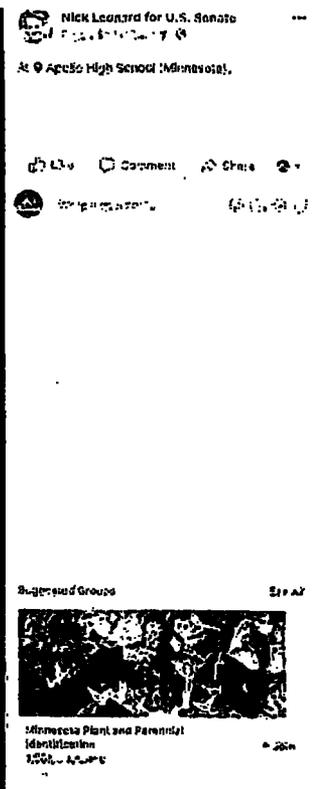
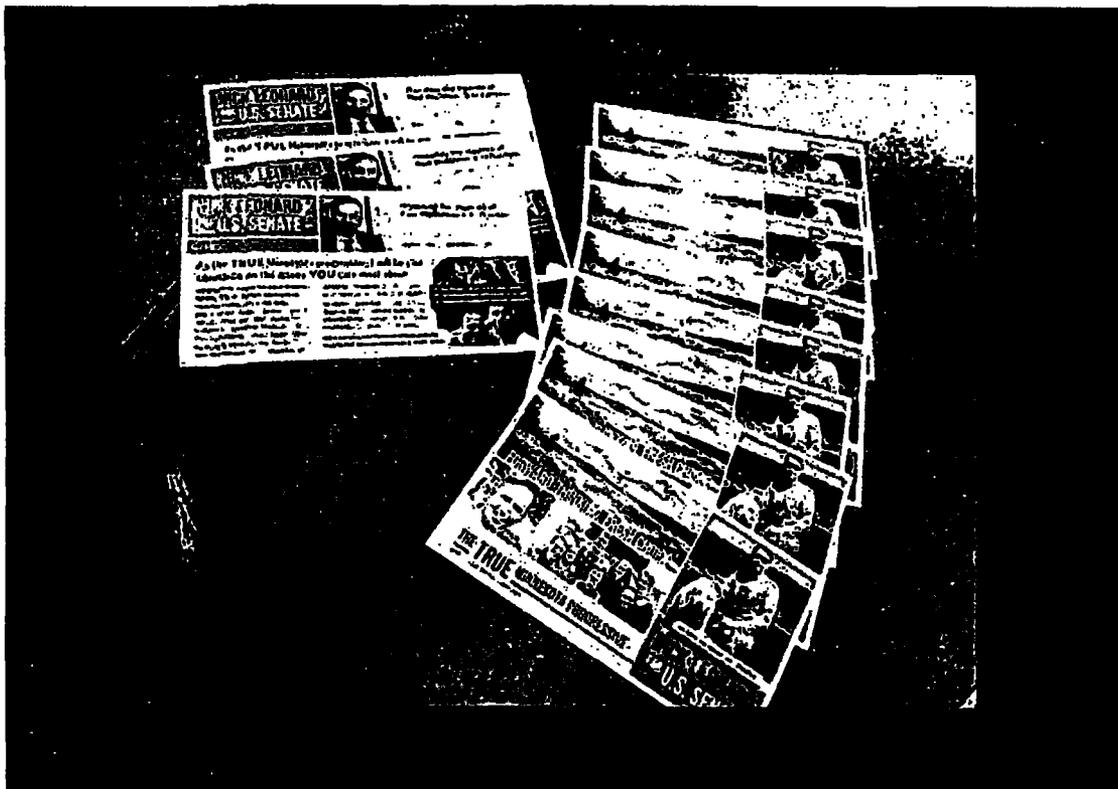
- ☑ Core Minnesota values of education, honesty, and ethics
- ☑ Representing Minnesotans on the issues they care most about
- ☑ Minnesota voters deserve to have a choice in this special election

FINAL-Nick Leonard 8/19/10 03:01:20:10.indd 2

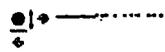
2/10/10 11:19 AM

Postcard Printing Use (Fig. 4)

19044464909



Campaign Sign Design (Fig. 5)



**THE TRUE MINNESOTA PROGRESSIVE**

**NICK LEONARD**  
**FOR U.S. SENATE**

Prepared and Paid for by the Leonard for Minnesota committee, PO Box 24611, Edina, MN 55424

16044464910

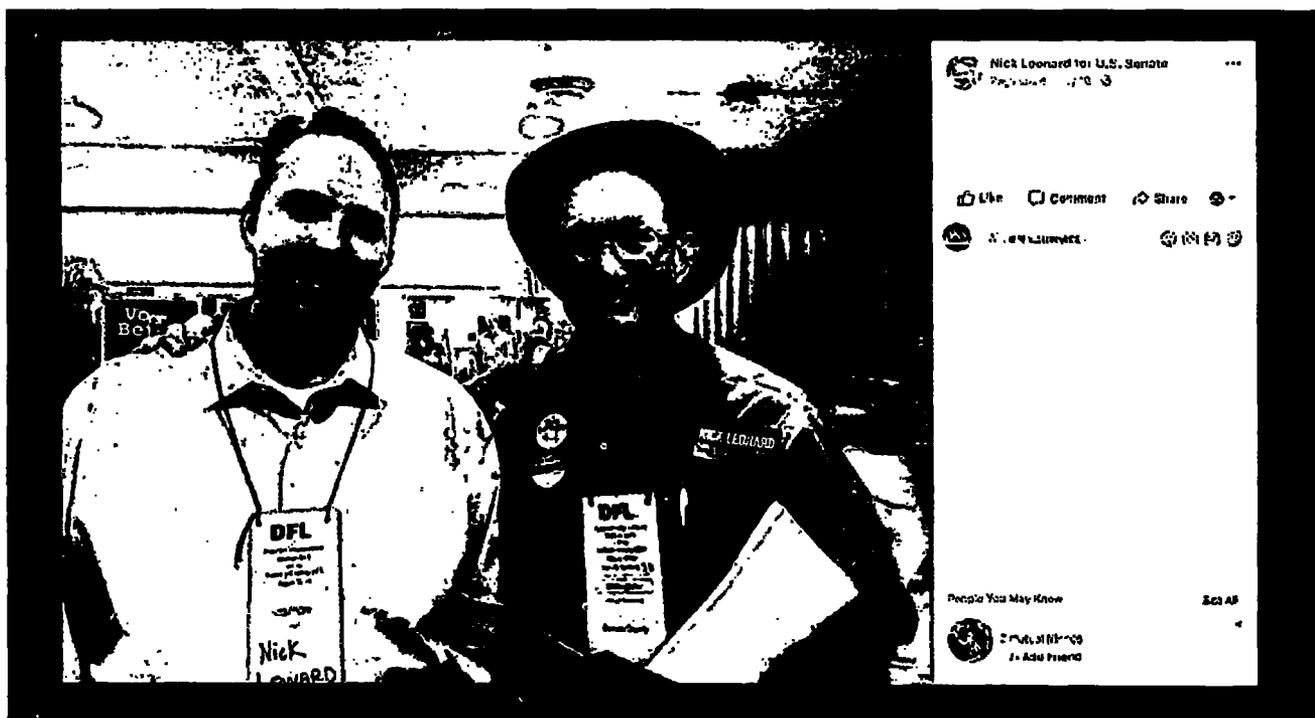
CP 870

CP 870

Campaign Stickers Design (Fig. 6)



Campaign Stickers Printing (Fig. 7)







Sarah Steil <sarah@bethatdesign.com>

**FEC filing**

1 message

Sarah Steil <sarah@bethatdesign.com>

Tue, Jul 31, 2018 at 12:24 PM

To: NICHOLAS LEONARD MASON <nicleonardmason@gmail.com>, John Leonard Mason <jleonardmason@gmail.com>, Lisa Reed <lisa@bethatdesign.com>

Nick,

I see that you have filed your report with the FEC.

However, your debt to us is listed as paid (in the Payment column here). To date, we have not received any payments on any invoices to you. Can you advise whether payment was sent and on what date?

On a separate report, there is a debt listed here.

Sarah Steil

--  
.....

//// Founder + Designer, MFA  
//// M  
//// E sarah (at) bethatdesign.com

Be That Design LLC

16044644001

**SCHEDULE D**

**DEBTS AND OBLIGATIONS  
All Listed Line Numbers**

**Committee: LEONARD FOR MINNESOTA**

Name	Street	City	State	Zip	Beginning Balance	Amount Incurred	Nature of Debt	Closing Balance	Payment	Image
STORY BOARD FILMS LLC	102 SECOND STREET FILMS,	STILL WATER	MN	550822	\$767.12	\$0.00	VIDEO EDITING AMOUNT DISPUTED	\$0.00	\$767.12	<u>201807250200660964</u>
WILLETTE PICTURES	4630 GOLDEN RIDGE DR,	EDEN PRAIRIE	MN	55344	\$483.37	\$0.00		\$0.00	\$483.37	<u>201807250200660964</u>
BTB BRAND	2708 27TH AVE NE,	MINNEAPOLIS	MN	55418	\$3457.96	\$0.00	DESIGN AND PRINTING FOR MATERIALS AMOUNT	\$0.00	\$3457.96	<u>201807250200660964</u>
	2083 CORAL LN,	EAGEN	MN	55122	\$558.00	\$0.00		\$0.00	\$558.00	<u>201807250200660965</u>
SUEERSTAR PR	1025 WASHINGTON AVE S,	MINNEAPOLIS	MN	55415	\$135.00	\$0.00	MEDIA SERVICES	\$0.00	\$135.00	<u>201807250200660965</u>

Generated Tue Aug 14 10:55:35 2018

11082410020111